Basics

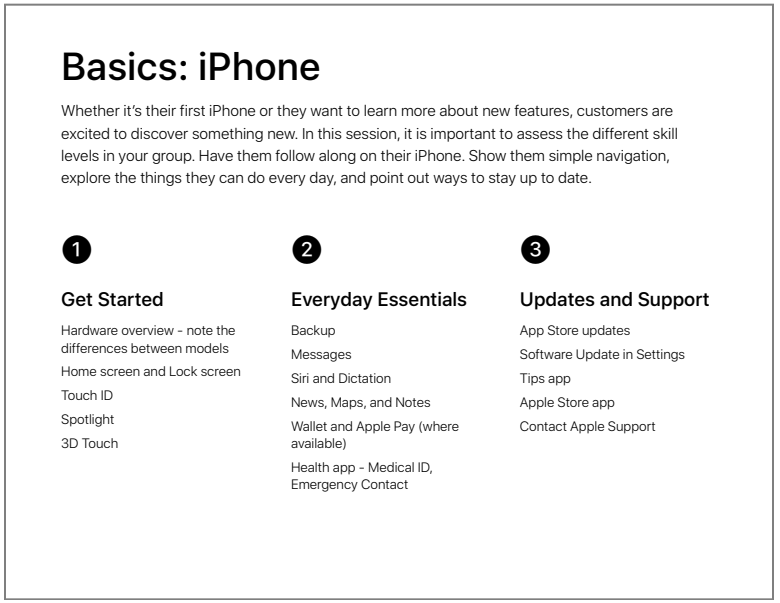
TODAY AT APPLE

Basics

This guide contains a blueprint for each Basics session. Each page is organized visually to keep information at your fingertips. Begin each session with an introduction to the core idea. Then, ask customers for their learning goals and create a curriculum on the fly. Guide them through discussions based on their interests, and use the three groups of supporting topics as inspiration.

Core idea

Supporting topics



Basics: iPhone

Whether it's their first iPhone or they want to learn more about new features, customers are excited to discover something new. In this session, it is important to assess the different skill levels in your group. Have them follow along on their iPhone. Show them simple navigation, explore the things they can do every day, and point out ways to stay up to date.

1

Get Started

Hardware overview - note the differences between models

Home screen and Lock screen

Touch ID

Spotlight

3D Touch

2

Everyday Essentials

Backup

Messages

Siri and Dictation

News, Maps, and Notes

Wallet and Apple Pay (where available)

Health app - Medical ID, Emergency Contact

3

Updates and Support

App Store updates

Software Update in Settings

Tips app

Apple Store app

Contact Apple Support

Each Basics session helps new owners hit the ground running and get familiar with features.

Customers attending these sessions might be visiting Apple for the first time. Each customer will have plenty of questions about using and personalizing their new product. Probe at the beginning of each session, then use customers' needs to build the workflow.

This is also a great time to highlight the fantastic services we offer in store and online for our customers.

Basics: iPhone
Basics: iPad
Basics: Mac
Basics: Apple Watch
Basics: Apple TV *(where available)*
Basics: Apple ID and iCloud
Basics: iPhone and iPad Intermediate
Basics: Mac Intermediate

In separate guide:
Basics: VoiceOver for Mac
Basics: VoiceOver for iPad and iPhone
Basics: VoiceOver for Apple Watch
Basics: Using Mac with Vision Loss
Basics: Using iPad and iPhone with Vision Loss
Basics: Using Apple Watch with Vision Loss
Basics: Using Mac with Hearing Loss
Basics: Using iPad and iPhone with Hearing Loss
Basics: Using Mac with Reduced Mobility
Basics: Using iPad and iPhone with Reduced Mobility
Basics: Assistive Learning Tools on Mac
Basics: Assistive Learning Tools on iPad and iPhone
Basics: Literacy Tools on Mac
Basics: Literacy Tools on iPad and iPhone

Basics: iPhone

Whether it's their first iPhone or they want to learn more about new features, customers are excited to discover something new. In this session, it is important to assess the different skill levels in your group. Have them follow along on their iPhone. Show them simple navigation, explore the things they can do every day, and point out ways to stay up to date.

1

Get Started

Hardware overview – note the differences between models

Home screen and Lock screen

Touch ID

Spotlight

3D Touch

2

Everyday Essentials

Backup

Messages

Siri and Dictation

News, Maps, and Notes

Wallet and Apple Pay (where available)

Health app – Medical ID, Emergency Contact

3

Updates and Support

App Store updates

Software Update in Settings

Tips app

Apple Store app

Contact Apple Support

Basics: iPad

There are so many amazing things you can do with iPad. A solid understanding of the basics is important. Show customers how to get started with hardware features, Spotlight, and using the keyboard. Explore the things they'll love to use every day like Siri, News, Maps, and more. Finally, share ways they can keep their iPad up to date, and how to keep learning great tips and tricks.

1

Get Started

Buttons, switches, speaker, and microphone

Home screen and Lock screen

Touch ID

Spotlight

2

Everyday Essentials

Backup

Siri and Dictation

News, Maps, and Notes

Multitasking – Slide Over, Split View, and Picture in Picture

Smart Keyboard and Apple Pencil

3

Updates and Support

App Store updates

Software Update in Settings

Tips app

Apple Store app

Contact Apple Support

Basics: Mac

Customers attending this session are new to Mac, need a refresher, or are curious about new features. If customers brought their Mac with them, encourage them to follow along. Explore the basics of navigating and getting around the desktop. Show them how to quickly find files and share some tips on how to personalize and stay up to date on their Mac.

1

Get Started

Hardware overview, trackpad gestures, and Force Touch

Touch Bar and Touch ID

Wi-Fi

Menu Bar and Dock

2

Take the Tour

Siri and Spotlight

Finder, iCloud Drive, and Manage storage

Safari

Mission Control and Split View

3

Updates and Support

Mac App Store

System Preferences

Help menus and support.apple.com

About This Mac

Time Machine

Contact Apple Support

Basics: Apple Watch

Customers attending this session will be new to Apple Watch. Show them how to navigate using the Digital Crown, Siri, Force Touch, and gestures. Have fun customizing Apple Watch with different faces and Complications. Help them discover and organize apps.

1

Navigate

Force Touch, tap, and swipe

Digital Crown

Siri and Dictation

Dock

2

Customize

Faces

Notifications

App Layout

Apple Pay

Medical ID & Emergency SOS

3

Discover

Built-in apps

Apple Watch app on iPhone

Apps made for Apple Watch

Contact Apple Support

Basics: Apple TV

Show customers all the content they can enjoy and all the amazing ways to connect with it on Apple TV. Start with an overview of the remote—using touch and voice. Where available, use Siri to control playback like replaying a scene by saying “what did he just say?”, get details about what you’re watching like “who directed this?”, and even ask to “set the scene for movie night.” Then explore all the other content they can bring to the big screen like great games and their music, photos, and videos.

1

Navigate

Siri Remote or Apple TV Remote and touch surface

Apple TV Remote app

Gestures, bounce between apps

Customize the Home screen

2

Siri

Use dictation to enter text

Ask Siri, search for content

Playback controls, “What did he just say?”

Weather, scores, and more

HomeKit

3

Entertainment

Built-in apps

App Store apps and games

Your music, photos, and videos

AirPlay (where available)

Contact Apple Support

Basics: Apple ID and iCloud

From accessing the App Store to using iCloud to find their iPhone, a customer's Apple ID is their key to all things Apple. This is an opportunity to show them the benefits of an Apple ID. Explore iCloud and how it keeps the latest versions of what's important—like photos, documents, apps, notes, and contacts—on all their devices. Give them peace of mind by showing how to keep information safe with tips for creating strong passwords, two-factor authentication, and more.

1

What is an Apple ID?

User name for all things Apple

iCloud, App Store, FaceTime, Reservations

Configuring settings

Support appleid.apple.com

2

More about iCloud

Sync vs. backup

iCloud Photo Library and iCloud Photo Sharing

iCloud Drive

iCloud.com

Storage options

3

Security

Password integrity

Two-step verification / two-factor authentication

iCloud encryption

Find My iPhone and Activation Lock

Basics: iPhone and iPad Intermediate

This session is for customers who are beyond absolute beginner. They're ready to learn how to do even more with their iPhone. Share your favorite tips and quick tricks that will make using their iPhone for work or personal life even better.

1

Organize

Contacts and Calendars

Notes and Mail

Pages, Numbers, Keynote

Multitasking – pinch and swipe with four fingers (on iPad)

2

Customize

Tips for using Siri

Notifications and Today view

Reminders

Set sounds and alerts

Apple Pay (where available)

Health app (on iPhone)

3

Share

Family Sharing

iCloud Drive

Purchases – apps, music, books (where available)

AirDrop

Basics: Mac Intermediate

This session is for customers who are beyond absolute beginner. They're here to learn best practices for being more organized and productive while using their Mac. Share your favorite tips and quick tricks.

1

Organize

Get to know Finder

Folders, tags, and Quick Look

Moving and deleting files

Siri tips

2

Customize

Spotlight – search with natural language

Notes – share and lock

Saving versions and duplicating

Tabs in apps

Apple Pay on the web (where available)

3

Share

iCloud Drive

AirDrop and Handoff

Mail attachments

Universal Clipboard